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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19
RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

WEEK OF

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, APRIL 2, 1954		
Beginning Thursday April 1 11:00 A.M.	OPENING OF LATE SUMMER GROUP	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
	Kenneth Tischler will present an additional late Summer group of cotton sheers at 11:00 A.M. daily. Contact: LO. 5-7720.		
Thursday April 1 1:00 P.M. Luncheon	"FURS ON PARADE" AT LUNCHEON SHOW	DAVID'S FURS (50 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Spring and Summer fur fashions by David. Contact: PL. 9-3000, Ext. 176. Show Publicity & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday April 1 4:00 P.M.- 5:30 P.M. Cocktails	NEW TRENDS IN HAIR FASHIONS	ROBERT FIANCE HAIR DESIGN INSTITUTE	HOTEL WOLCOTT FIFTH AVE. & 31ST ST.
	"Italian Boy Gone East"--Robert Fiance will present new trends in hair fashions, coordinated with Spring and Summer millinery. By invitation only. Contact: E. Ruth Pepper, 40 East 49th St., PL. 3-4431.		
Friday April 2 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	April 2: William J. April 9: Herma G. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Sunday April 4 5:00 P.M. Cocktails	SPRING FASHIONS AT COCKTAIL SHOWING	MR. MORT, INC. (1400 BROADWAY)	HOTEL MADISON CAFE MADISON
	Showing of Mr. Mort's Spring and Summer fashions during cocktail hour. Contact: Headwaiter, EL. 5-5000. Publicity: Claire Muller, EL. 5-5000.		
Sunday April 4- April 8	NATIONAL LUGGAGE & LEATHER GOODS SHOW	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER FLOORS 5, 6, 7, 8
	Showing of luggage, trunks, brief cases, and personal leather goods. (Press registration on 5th floor). Contact: Elizabeth Fryman, LE. 2-3960.		
	WEEK BEGINNING MONDAY, APRIL 5, 1954		
Monday April 5 1:00 P.M. Luncheon	HATS AND JEWELRY DURING LUNCHEON	ANITA ANDRA & HARRY WINSTON, INC.	CARLTON HOUSE CARLTON ROOM
	Showing of Spring millinery by Anita Andra and jewelry from Harry Winston. Contact: Headwaiter, TE. 8-3000. Carlton Publ: Rasponi Assoc., TE.8-8171.		
Monday April ~~5~~ 11 April ~~10~~ 16 1:00 P.M.- 11:00 P.M.	SPRING COUNTRY ANTIQUES FAIR	THE NEW YORK ANTIQUES FAIR, INC.	71ST INF. ARMORY PARK AVE. & 34TH ST.
	Twenty-fifth anniversary of antiques shows in the U.S., with exhibits from over 180 dealers. Emphasis on country antiques; also, exhibits of city furniture and decorative accessories. Press previews Sunday, April ~~4~~ 10 12:00 Noon; Monday, April ~~5~~ 11 11:00 A.M. By invitation. Admission: $1.50. Publicity: C.J. Nuttall or Dorothy Hazen, TE. 8-6830.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 5	NATIONAL PACKAGING WEEK. (April 5 - 8)		
Tuesday April 6 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday April 7 9:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS BY DAVID CRYSTAL	BEST & CO.	13TH FLOOR RECREATION ROOM
	Best's will present a "Kaleidoscope" of David Crystal fashions, including suits, dresses and Haymaker separates. By invitation. David Crystal Publ.: Terry Mayer, BR. 9-6560. Best Publ.: Gay Stearns, PL. 9-2000.		
Wednesday April 7 11:00 A.M.	PRESS PREVIEW OF FUR IMPORTS	GUNTHER JAECKEL	2ND FLOOR
	Gunther Jaeckel will present a showing of fur imports to the press. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
Wednesday April 7 12:30 P.M. Luncheon	"FLOWERS IN LACE" AT LUNCHEON SHOW	AMERICAN TEXTILE CO. (25 EAST 31ST ST.)	HOTEL PIERRE COTILLION ROOM
	"Flowers in Ametex Lace Fashions"--luncheon show featuring gowns, hats, accessories and table decor by leading American designers and introducing the new Kayser orchid lingerie. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Ametex Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490. Pierre Fashion Dir.:Nola Luxford,TE. 8-8000.		
Wednesday April 7 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA GRAND BALLROOM
	Third annual luncheon fashion presentation of clothes by leading designers, for benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation, with sale of $25.00 contributions book. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.		
Wednesday April 7 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Spring fashions from Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday April 8 9:30 A.M.- 11:30 A.M. Breakfast	PREVIEW AT NEW SHOWROOMS	LEE BERNAY ASSOCIATES	911 THIRD AVENUE AT 55TH STREET
	Preview of casual collection of Cal-Mode furniture, new creations of Lamp Craft Studios, cabinetry and wall decor by Lee Bernay. By invitation only. Publicity: Maurice Murray at Jamian Advertising, WO. 2-6020.		
Thursday April 8 12:15 P.M. Luncheon	FABRICS DIVISION EXHIBIT & REPORT	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Speaker: Jessica Daves, Editor-in-Chief, "Vogue". Subject: "Non-Stop Fabrics--Present and Future". Exhibit Fall-Winter fabrics for 1954; open 10:00-11:30; 2:30-4:30 (Contribution $1.00 at door for those not attending luncheon.) Price: $5.25 for members; $5.50 for guests (one per member). Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer. Contact: The Fashion Group, CI. 7-3940. Publ.:Ruth Hammer Assoc.,EL.5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 8 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	JANE ENGEL (1025 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
	Jane Engel will present Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 176. Jane Engel Publicity: Mrs. Louise Fried, RH. 4-0300. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday April 8 9:00 P.M.	BENEFIT PREVIEW OF AMERICAN PAINTINGS	BROOKLYN MUSEUM	KNOEDLER GALLERIES 14 EAST 57TH STREET
	"American Panorama", an exhibition of American paintings from the collections of the Brooklyn Museum, to be held at the Knoedler Art Galleries for the benefit of The Brooklyn Museum. Forty paintings have been selected, representing over two centuries of American Art (1720-1954). Special benefit showing April 8 at 8:30 P.M. Price $6.00. Press preview Wed., April 7, 11:00 A.M.-4:00 P.M. Open to public through April 30. Admission: 50¢. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000; Leila Wittler at Knoedler, PL. 3-9742.		
April 12	HOLY WEEK (April 12 - April 17).		
Monday April 12 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	REVILLON FRERES (11 WEST 57TH STEET)	CARLTON HOUSE CARLTON ROOM
	Showing of Spring and Summer furs by Revillon Freres. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.		
Tuesday April 13 9:00 A.M. Breakfast	SUMMER AND FALL FASHION PREVIEW	ST. LOUIS FASHION CREATORS	HAMPSHIRE HOUSE THE COTTAGE
	"Fashions For A Young Summer"--preview of Summer dresses and sportswear by the St. Louis Fashion Creators. Also, a special collection of Fall back-to-school fashions. By invitation only. Publicity: Joan Gardner, 915 Olive St., Suite 1215, St. Louis, Mo.		
Tuesday April 13 12:30 P.M. Luncheon	BRANELL FASHIONS AT LUNCHEON SHOW	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
	Gunther Jaeckel will present Summer fashions by Branell during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Branell Publ.: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
Postponed April 13	RUSSEKS' SHOWING OF SUZY PERETTE'S SUMMER COTTONS, ORIGINALLY SCHEDULED FOR WED., APRIL 13, 2:30 P.M., HAS BEEN POSTPONED. (New Date Later).		
Tuesday April 13 4:00 P.M. Cocktails	PREVIEW OF NEW HAIR FASHIONS	CLAIROL, INC. (510 SIXTH AVENUE)	HOTEL PIERRE ROOF GARDEN
	Clairol will present news in hair fashions to the press. Showing at 4:30 P.M. By invitation only. Publicity: Jack Shor, OR. 5-0700.		
Friday April 16 3:00 P.M.-5:00 P.M.	"PARIS IN NEW YORK" FASHION SHOWS	GUNTHER JAECKEL	THROUGHOUT THE STORE
	In conjunction with Second Annual "Paris In New York" Festival, Gunther Jaeckel presents informal showings throughout store Fri., April 16, Tues., April 20, Wed., April 21, 3:00-5:00 P.M. Publ.: Carole Paley, PL. 5-7000.		
April 18	PASSOVER (Sunday, April 18 - April 25).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 17	EIGHTH ANNUAL EASTER EGG-ROLLING CONTEST	ARNOLD CONSTABLE	CENTRAK PARK GRAND MALL

2:00 P.M. Arnold Constable will present their eighth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children from 5 to 13 years of age. Publicity: Gloria Geis, MU. 5-2300.

Sunday April 18	SOPHIE'S FASHIONS ON EASTER SHOW	WPIX-TELEVISION	CHANNEL 11

11:30 A.M. To 1:30 P.M. Fashions by Sophie of Saks Fifth Avenue will be televised in their Salon Moderne, with Nancy Randolph, Society Editor, N.Y. Daily News interviewing celebrities there. John Tillman will discuss men's fashions. Public Relations: Les Hollingsworth, MU. 2-6500.

Sunday April 18	PAGEANT OF FASHIONS TO BE TELEVISED	NBC-TV TELEVISION	CHANNEL 4

12:00 Noon To 1:00 P.M. A pageant of fashions from 1890 to today will be narrated by Jinx Falkenburg and Tex McCrary in the Park Avenue lobby of the Waldorf-Astoria. Public Relations: Art Settel, CI. 7-8300, Ext. 8096.

Sunday April 18	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM

12:00 Noon And 2:30 P.M. Door prizes will include hats, jewelry, bags at Easter Sunday breakfast. Price: $3.00. For reservation, contact: Alfred, EL. 5-5000. Publicity: Claire Muller, EL. 5-5000.

Sunday April 18	EASTER LUNCHEON AND FASHION SHOW	BENEFIT OF SISTER KENNY FOUNDATION	SHERRY NETHERLAND CRYSTAL-CARNAVAL RMS.

12:00 Noon To 4:00 P.M. Luncheon Fashions by Oleg Cassini will be modeled by society women and celebrities. Hats--Mr. John. Jewelry: Trifari. Reservations: $10.00; contact: Mary Savina, EL. 5-2800. Sister Kenny Contact: Peter V. Gazzola, MU. 2-3535. Sherry Netherland Publ.: Alexandre Tarsaidze, EL. 5-2800.

Sunday April 18	LUNCHEON SHOWING OF SPRING MILLINERY	JOHN FREDERICS, INC. (29 EAST 48TH ST.)	HOTEL PIERRE COTILLION ROOM

12:30 P.M. Luncheon Annual Easter Sunday fashion show of hats by John Frederics. Furs--Ritter Bros. Reservations: $6.50; contact: TE. 8-8000. John Frederics Publ.: Marcia Scott, PL. 3-1010. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.

Sunday April 18	SPECIAL EASTER FASHION SHOW	PEG FISCHER HATS; LA BOUTIQUIERE	HOTEL PLAZA RENDEZVOUS ROOM

1:00 P.M. Luncheon Hats by Peg Fischer and gowns from La Boutiquiere will be presented during luncheon. A panel of clebrities will judge hats of women in the audience. Price: $7.00. For reservations; contact: PL. 9-3000, Ext. 176. Commentators: Mary Alice Rice and Roger Dann. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Sunday April 18	EASTER LUNCHEON FASHION SHOW	EVYAN PERFUME	SAVOY PLAZA HOTEL SAVOY ROOM

1:30 P.M. Luncheon The Savoy Plaza Easter Sunday luncheon and fashion promenade features Evyan's "Most Precious" Perfume. Hats--Emme; Furs--Milton Herman; Accessories--Elgin American. Guest of Honor: Deborah Kerr. Commentator: Lisa Ferraday. Reservations: $6.00; contact: EL. 5-2600. Publ.: Claire Wilson, EL. 5-2600.

(Continued)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday April 18 4:00 P.M.-7:30 P.M. Tea Dance	BENEFIT FOR CITY CENTER GALLERY	CITY CENTER OF MUSIC AND DRAMA	HOTEL PLAZA GRAND BALLROOM
	Easter Sunday Tea-Dance, with proceeds for the City Center Gallery, to aid in the displaying and sale of contemporary art. Tickets: $7.50; box seats, $8.75. Contact: Mrs. Morton M. Banks, 155 E. 72nd St., RE.4-2077.		
Sunday April 18 5:00 P.M.-6:00 P.M.	EASTER FANTASY TELEVISION SHOW	CBS-TELEVISION	CHANNEL 2
	"Once Upon An Easter Time"--an Easter fantasy about a little boy who dreams of good fairies and witches, with Gwen Verdon, Bobby Clark, Doretta Morrow. CBS-TV Publ: Tom Carlile, 51 E. 42 St., PL. 1-2345.		
Tuesday April 20 9:30 A.M.-11:30 A.M. Breakfast	PRESS PREVIEW: NEW WALLPAPER FOR 1954	WILTON E. OWEN, INC.	515 MADISON AVENUE SHOWROOM - 7TH FLOOR
	"Documentary In Design, Contemporary In Concept"--wallpaper for 1954, with New Decor Portfolio styled by Wilton E. Owen and William J. Galligan. By invitation. Publ.: Margaret Weiss, 360 W. 55th, CI. 6-5854.		
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	The Fashion Group will have their Cosmetics Division Luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Price will be announced later). Contact: The Fashion Group, CI. 7-3940.		
Tuesday April 20 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Summer cotton fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday April 20 8:00 P.M. Dinner-Dance	THIRD ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	"Bal de la Soie"--third annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin -- are making a special collection of dresses which will be shown. Hats--Legroux, Orcel, Paulette, Reboux. Jewels--Cartier. Furs--Revillon. Reservations--$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.		
Wednesday April 21 12:30 P.M. Luncheon	SUMMER SPORTSWEAR DURING LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable's Summer sportswear fashions will be presented during luncheon. (Note Change of Date and Show.) Press by invitation, Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Wednesday April 21 5:00 P.M.-7:00 P.M. Cocktails	PRESS PREVIEW: NEW FURNITURE SHOWROOM	DUNBAR FURNITURE CORP. OF INDIANA	305 EAST 63RD STREET SHOWROOM
	Press showing of the new Dunbar Furniture showroom. By invitation. Open house, Thurs., April 22 and Fri., April 23, from 4:00-6:00 P.M. Publicity: Hockaday Associates, 601 Madison Avenue, MU. 8-9250.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 21- April 30	"PARIS IN NEW YORK SECOND FESTIVAL	"PARIS IN NEW YORK" COMMITTEE	57TH STREET AND VICINITY
	The Fifth Avenue Association is cooperating with the "Paris in New York" Committee in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n, PE. 6-7900.		
April 25- May 1	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., N.Y., WI. 7-9804.		
Tuesday April 27 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: $100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.		
Tuesday April 27 4:30 P.M.- 6:30 P.M. Cocktails	"EDITORIAL REVUE"-- FASHIONS IN COTTON	M. & W. THOMAS CO. (58 WEST 40TH ST.)	HOTEL PLAZA TERRACE ROOM
	M. & W. Thomas presents an "Editorial Revue", featuring Spring and Summer cotton fashions by: Ben Barrack, Harvey Berin, Charles Cooper, Jane Derby, Anne Fogarty, Handelsman & Raiffe, Junior Sophisticates, Kane-Weill, Lanz of California, Mr. Mort, Mollie Parnis, Mutual Rosenbloom, Tiny Town Togs, Hannah Troy, Samuel Winston. By invitation only. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.		
Wednesday April 28 2:30 P.M.	SUMMER FASHIONS BY KAY WINDSOR	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Summer dresses by Kay Windsor. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Wednesday April 28 5:00 P.M. Cocktails	FASHION INSTITUTE OF TECHNOLOGY BENEFIT	SOCIETY OF N.Y. DRESS DESIGNERS	HOTEL BILTMORE BOWMAN ROOM
	Benefit cocktail party for Fashion Institute of Technology, with a grab bag of gifts donated by manufacturers throughout the country. Price: $6.50; contact: Society of N.Y. Dress Designers, 1457 Broadway, LA. 4-7950.		
Wednesday April 28 6:00 P.M.- 8:00 P.M.	COTTON FASHION AWARD IN WASHINGTON, D.C.	LEADERS IN COTTON TEXTILE FIELD	HOTEL SHOREHAM WASHINGTON, D.C.
	Second annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Arthur Beir Co., Dan River Mills, Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Galey & Lord, Peter Pan Fabrics, Schlichter-Macfarlane Co., Skillmill, Inc. (Hope Skillman), Stern & Gutman, Stoffel & Co., M. & W. Thomas. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show of Summer cottons by leading American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
	About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Speaker: Lewis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: $20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 29 12:30 P.M. Luncheon	FALL PREVIEW: KNIT DRESSES & SWEATERS	LASS O'SCOTLAND (1407 BROADWAY)	WALDORF-ASTORIA SERT ROOM
	Lass O'Scotland will present to the press and trade their Fall collection of "The Flare Knit" dresses and Scottish Maid sweaters. By invitation. Contact: Marion Cherry at Diamond-Barnett, Inc., MU. 2-7025.		
Thursday April 29 1:00 P.M. Luncheon	FASHIONS BY GOTHÉ DURING LUNCHEON	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
	Presentation of Summer fashions by Gothé (David E. Gottlieb), available at Bonwit Teller, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publicity: Nona James, CH. 4-7658. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday April 30 12:30 P.M. Luncheon	JACQUES FATH FASHIONS AT BENEFIT SHOWING	"PARIS IN NEW YORK" COMMITTEE	HOTEL PLAZA BALLROOM
	Special luncheon show in conjunction with Second Annual "Paris in New York" festival, with a presentation of fashions by Jacques Fath. Luncheon $10.00. Contact: "Paris In New York" Committee, 40 E. 57th St., PL. 3-8376. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130.		
May 1- May 8	INTERNATIONAL LACE FESTIVAL. Theme: "Lace Is a Young Fashion." Publicity: Gladys Steiner, Lester Harrison, Inc. 341 Madison Ave.,MU.9-1630.		
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	The Lord & Taylor Awards--$1,000 each--will be presented at the Seventeenth Annual Luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Luncheon: $6.00. Contact: Mrs. Patricia Young, at Lord & Taylor. Public Relations: Rea Lubar, WI. 7-3300.		
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
	"At Home And On The Go"--Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. Contact: Patricia Kannon at Oomphies, PE. 6-9444.		
Wednesday May 3- May 4	COUTURE OPENINGS IN CALIFORNIA	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
	Monday, May 3: Marusia, Howard Greer, Angovar, Irene, Edith Small. Tuesday, May 4: Ernest Newman, Athena, Cahill Ltd. Wednesday, May 5: John Carter.		
Tuesday May 4 9:30 A.M. Breakfast	PREVIEW OF FALL "TOMMIES" PAJAMAS	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
	Press showing of new Fall "Tommies" pajamas and Lounge Wear. By invitation. Publicity: Shirley F. Milton at Kaylon, MU. 9-6292.		
Tuesday May 4 10:00 A.M. Brunch	"HUNT" BREAKFAST WITH FASHIONS FROM IRELAND	IRISH EXPORT BOARD; IRISH CONSULATE	SAVOY PLAZA HOTEL GOLD SUITE
	First presentation by the Irish Export Board and Irish Consulate, with a showing of Fall and Winter couture fashions at 10:30 A.M. Ready-to-wear fashions in "hunt" settings on display to 3:00 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		

Call Virginia Paige re this

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 4 2:30 P.M.	KEN BARR OF CASINO SUMMER FASHIONS	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Summer separates by Ken Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday May 4 3:30 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR FASHIONS	WHITE STAG MFG. CO. (1407 BROADWAY)	PLACE TO BE ANNOUNCED
	Preview for resident buyers of White Stag's new concept for Fall. By invitation only. Publicity: Gloria Gelfand at White Stag, BR. 9-1974.		
Tuesday May 4 3:30 P.M. Cocktails	PRESS PREVIEW: FALL COAT COLLECTION	LA VIGNA (512 SEVENTH AVENUE)	HOTEL SAVOY PLAZA LE CHATEAU-11TH FL.
	La Vigna will present to the press their Fall collection of luxury fabric casual coats; also, introduction of new fabric to the luxury field. By invitation. Contact: Marion Cherry at Diamond-Barnett, MU. 2-7025.		
Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present their Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY PREVIEW	MERRIMACK MFG. CO. (1450 BROADWAY)	METROPOLITAN OPERA BROADWAY AT 40TH ST.
	Merrimack Manufacturing Company will present Fall fashions in velveteen and corduroy at a showing for press and trade. Showing at 5:30 P.M. Admission by ticket only. Fashion Director: Ann Smith, Robert B. Grady, 45 E. 17th St., GR. 7-1755.		
Sunday May 9	MOTHER'S DAY. Theme: "She Asks So Little, She Gives So Much". Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Beginning ~~Monday~~ Friday May 10 3:00 Pm	OPENING OF FALL BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.		
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
	Theme: "Now Is The Time To Pick Cotton"—24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.		
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	Breakfast preview of Ronnette's Fall coat collection for press, New York buying offices, Fifth Avenue stores. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.		
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
	National Home Fashions League will present their "Trail Blazer" Awards during luncheon. (More details later.) Contact: Josephine M. Brush, 141 East 44th St., MU. 7-8122.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
	"United Nation's Top Secret"--fashion show presented by students of The Laboratory Institute of Fashion Merchandising for benefit of National Arthritis Foundation. Price: $3.00; contact: MU. 8-4360. Show will be repeated Friday, May 14 at 3:00 P.M., for parents and guests. Contact: Frieda Curtis, Dean, 45 W. 34th St., CH. 4-5288.		
May 15- May 22	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Elizabeth Fryman, 220 Fifth Avenue, LE. 2-3960.		
Beginning Monday May 17	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The members of the Fashion Originators' Guild of America will present Fall collections two weeks earlier than previous years. Members include:		
	LARRY ALDRICH CO., INC.	HORWITZ & DUBERMAN	RUDOLF GOWNS
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	HARVEY BERIN, LTD.	J L F ORIGINAL, INC.	HERBERT SONDHEIM
	ED GERRICK, INC.	NAT KAPLAN, INC.	FRANK STARR, INC.
	A. GOODMAN & CO.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	GRABOIS	PAUL PARNES CORP.	HANNAH TROY, INC.
	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON, INC.	SAMUEL WINSTON, INC.
	JOSEPH HALPERT, INC.	BEN REIG, INC.	
	Contact: Leonard W. Gendler, Exec. Sec., 1440 Broadway, CH. 4-6945.		
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Cocktail press showing of Hannah Troy's Fall collection. By invitation. Daily trade showings at 1:00 P.M., beginning Tuesday, May 18. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.		
Tuesday May 25 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR FASHIONS	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab presents a preview of her new Fall collection of sportswear, separates, coordinates and dresses. Press and trade by invitation. Publ.: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.		
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning Tuesday June 1	ADLER & ADLER, INC.	550 Seventh Avenue	BR. 9-9600
	DAVIDOW	550 Seventh Avenue	PE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue	PE. 6-0444

Contact individual manufacturers.

MOVIES...THEATRE...OPERA...OPERETTAS

Beginning Monday April 5 — TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., April 5: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Wed., April 7: Rossini's IL BARBIERE DI SIVIGLIA. Thurs., April 8: Verdi's RIGOLETTO. Fri., April 9: Puccini's LA BOHEME. Sat. Mat., April 10: Mozart's COSI FAN TUTTE. Sat. Eve., April 10: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.

Tuesday April 6 — PREMIERE: "PRINCE VALIANT" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Formal invitational premiere of the 20th Century-Fox CinemaScope Technicolor production, based on King Features Syndicate's "Prince Valiant", featuring James Mason, Janet Leigh, Robert Wagner, Debra Paget, Sterling Hayden. Producer: Robert L. Jacks. Director: Henry Hathaway. Costume Direction: Charles Le Maire. Publicity: Ed Feldman, CO. 5-3320.

Tuesday April 6 — OPENING: "THE MAGIC AND THE LOSS" BOOTH THEATRE, 222 WEST 45TH ST.
Alexander H. Cohen and Ralph Alswang will present Julian Funt's new play about a woman advertising executive, starring Uta Hagen, Robert Preston, Lee Bowman. Director: Michael Gordon. Settings: Ralph Alswang. Costumes: Jocelyn. Publicity: Ben Washer, MU. 4-4200.

Tuesday April 6-May 30 — OPENING: GILBERT & SYLLIVAN OPERETTAS PRESIDENT THEATRE, 247 W. 48TH ST.
Week of April 6: PATIENCE. April 13: THE GONDOLIERS; April 20: RUDDIGORE; April 27: IOLANTHE; May 4: YEOMEN OF THE GUARD; May 11: PRINCESS IDA; May 18: H.M.S. PINAFORE; May 25: THE SORCERER. Tickets: $1.50-$3.60. Publicity: Max Eisen, OX. 5-1864.

Wednesday April 7 — OPENING: "ANNIVERSARY WALTZ" BROADHURST THEATRE, 235 W. 44TH ST.
Macdonald Carey and Kitty Carlisle in Jerome Chodorov and Joseph Fields' new comedy about family problems, presented by Joseph M. Hyman and Bernard Hart. Director: Moss Hart. Settings: Frederick Fox. Costumes: Robert Mackintosh. Publicity: Nat Dorfman, LO. 3-0858.

Thursday April 8 — OPENING: "BY THE BEAUTIFUL SEA" MAJESTIC THEATRE, 245 W. 44TH ST.
Shirley Booth will star in Herbert and Dorothy Fields' new comedy about Coney Island at the turn of the century. Cast includes Wilbur Evans, Cameron Prud'homme, Mae Barnes. Produced by Robert Fryer and Lawrence Carr. Director: Marshall Jamison. Sets: Jo Mielziner. Costumes: Irene Sharaff. Choreography: Helen Tamiris. Publ.: Byram-Perlman, CI. 5-9125.

Thursday April 8 — THIRD WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH ST.
Thurs., April 8: Kern & Hammerstein's SHOW BOAT. Fri., April 9: Mozart's DON GIOVANNI. Sat. Mat., April 10: Puccini's MADAMA BUTTERFLY. Sat. Eve., April 10: Puccini's LA BOHEME. Sun. Mat., April 11: Verdi's RIGOLETTO. Sun. Eve., April 11: Strauss' SALOME. Publ.: Phillip Bloom, CH. 4-5185.

Wednesday April 14 — PREMIERE: "KNOCK ON WOOD" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Paramount Pictures Technicolor comedy, starring Danny Kaye and Mai Zetterling, about a ventriloquist who falls in love with his psychiatrist. Produced and directed by Norman Panama and Melvin Frank. Music: Sylvia Fine. Choreography; Michael Kidd. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.

Monday April 19 — OPENING: "NOW YOU SEE IT" (Magic Show) LONGACRE THEATRE, 220 W. 48TH ST.
Milbourne Christopher and his one-man magic show (for a limited engagement). Publicity: Nat Dorfman, LO. 3-0858.